



ELEVATOR PITCH

CRAFTING YOUR INTRODUCTION

One of the most effective ways to get your message across is to develop a personal elevator pitch. An introduction (sometimes called an elevator pitch) is a clear, succinct, and specific statement that describes you and your strengths in less than 30 seconds. Preparing your pitch in advance can help you feel comfortable introducing yourself to new people.

Your introduction should explain who you are, what you are seeking, and what you can offer. Review some examples of different introductions below.

Example #1: "Hi, my name is Mary Jones. I am currently a sophomore student at the Kelley School of Business. My major is in Marketing with a co-major in Business Analytics. I have volunteered at the IU Art Museum throughout my freshman and sophomore years at college. Last summer, I participated in several leadership programs, and I'm hoping to find a marketing experience this summer in the Boston area. I have always had an interest in marketing and the arts. In the future I am hoping to combine these two very different disciplines."

After you have composed your pitch, be sure to practice it by yourself and with friends until it sounds natural. You should modify your introduction over time and adapt it for certain situations. Your introduction should leave someone wanting to know more about you. An introduction has the potential to become a more lengthy conversation or even a screening interview, so be prepared to talk about your experience and what you could contribute.

INTRODUCTIONS

Introducing yourself is not easy, especially if it is with a stranger. The most effective introductions invite the other person to engage in conversation with you. Here is a good introduction:

"Hi, how are you? My name is Rebecca Stom. I'm a sophomore at the Kelley School of Business majoring in Finance. What is your name and what do you do?"

A good introduction includes a firm handshake, eye contact, and the ability to actively listen to the person you just met.

ASK QUESTIONS

Asking a series of purposeful questions can help you engage someone you are meeting for the first time. Most people generally like talking about themselves, so do not shy away from asking about someone's career and interests. At this point, you should be focused on getting to know your new contact and how this person might fit in to your network. You are not asking for a job, just more information. Consider asking some of the following questions when you are meeting someone for the first time:

"How did you get started in your current career?"

"What do you like most about your job? What are the biggest challenges you face?"

"Would you choose the same career path if you had it to do all over again?"

Example #2: "I have been serious about the financial markets since my freshman year. For the past two years I have been closely following the financial news, meeting with alums to understand their jobs, and assuming growing amounts of responsibility within our school's investment club. I am currently the Chief Investment Officer for the school's \$115K student-run fund. I spent last summer on the buy side at Wall Street Global Advisors where I worked on the trading floor and want to pursue a career similar to what I experienced."

